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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 17

KATE & ALLIE.
THEY MAKE IT
ON THEIR OWN.

COMING SOON

MCA TV

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55th Year 1986

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Vol. 110 No. 11

# Broadcasting Mar 17

## The networks order their fall pilots
## NCTA opens its Dallas convention
## "At Large" with Jim Mooney

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marketing director, Polygram Records, Nashville, as vice president; Beverlee Bleisch, program director, KJJY(FM), Des Moines, Iowa, as secretary, and Jeff Walker, president, Aristo Music Associates, Nashville, as treasurer. (Walker has served as CRB treasurer for several years.)

Agenda chairman for the 1986 seminar was Susan Storms, director of creative services for WHN(AM)/WAPP(FM), New York. Overseeing next year's agenda lineup will be Rusty Reynolds of Osborn-Reynolds, a radio station group operation based in Longview, Tex.

The seminar ended on Saturday evening (March 8) with its usual "New Faces" show,

Phillips

composed of rising country music performers. The show was taped for later airplay by the Westwood One Radio Networks.

Also, Westwood's newly acquired Mutual Radio Network unveiled its 1986 country programing schedule, which includes two weekly music series, four holiday specials, and the annual Country Music Association Awards" pre- and post-ceremony programs from Nashville.

The Country Radio Seminar has been held in Nashville every year since it started with some 40 to 45 paid registrants in 1970. CRB Executive Director Frank Mull has not yet announced the dates for next year's meeting. □

## NBC breezes to another ratings victory

Coming into the homestretch of the primetime ratings season, NBC took the week of March 3-9 by 2.4 rating points, its largest margin since Super Bowl week. NBC scored a 17.6 average rating and 28 share, according to Nielsen. CBS had a 15.2/24 and ABC a 14.7/23.

In addition to its strong Thursday numbers, NBC won Monday night for the first time since Oct. 7, due to the performances of two new comedies and a movie. *You Again?* (19.8/30) and *Valerie* (17.4/31) from 8 to 9 on Monday produced strong ratings against their new premieres the week before. Those two shows ranked 18th and 19th, respectively. Along with the *NBC Monday Night Movie* from 9 to 11, "Diary of a Perfect Murder" NBC scored a 28.7/52 for the night (CBS, which usually wins on Monday night, had a 17.2/29). "Diary of a Perfect Murder," starring Andy Griffith as a Southern lawyer, is currently being developed by NBC as a possible series.

CBS's two premieres on Tuesday (8 to 9 time period) for the night did not fare as well. *Foul Times* (12.4/19) and *Tough Cookies* (12.8/19) ranked 49th and 50th, respectively. CBS was first on Tuesday with a 12.3/20.

ABC saw continued growth on Thursday for *Dynasty II: The Colbys*, which had a 17.2/25. The show has averaged a 16.8/25 for its last three showings, which is second to date only to NBC. Another success story for the week came in Sunday when *The Disney Sunday Movie* ranked second in its 7 to 8 time period (behind NBC's *Amazing Stories*) with *Escape to Witch Mountain* (23.3/37) and *Murder, She Wrote* (20.2/31) (CBS). NBC reran the two hour "Shogun" miniseries the week previous. The series in the Tuesday 10 to 11 p.m. time period. ABC's *Shogun* ranked July 14 "Shogun" came in second to the Amos 'n' Andy (CBS) when it aired on March 4. It ranked second behind NBC on Tuesday schedule from 9 to 11 with a 14.2/24.

HUT levels for the week were 63.5, up a point with the same week a year ago; the three-network share was 74.8, up 1% from a 73.8.

Clearances by affiliates during the week were off by as much as 15% at times due to preemptions for local broadcasts of a Billy Graham special and college basketball tournament action.

- NBC won every half hour on Monday with the exception of 9 to 9:30, when CBS's *Kate and Allie* out-distanced "Diary of a Perfect Murder" by four points at a rating point. *Kate and Allie* ranked 16th.
- ABC was first ratings sports ahead of NBC on Tuesday with its regular schedule that swept all time periods and included two of the week's top 10. *Who's the Boss* (21.6/34) and *Growing Pains* (20.4/32) from 8 to 9. *Trapper John M.D.* from 8 to 9 on CBS was the week's lowest rated show.
- NBC's 10th ranked *Highway to Heaven* (21/32) from 8 to 9 and 8th ranked *Dynasty* (22/33) continued to dominate Wednesday. The latter show paved the way for *Hotel* (18.6/31) giving ABC one night.
- NBC's *Dynasty II: The Colbys* ranked second in its time period. The rating was not enough to put ABC above third place on Thursday. CBS's second ranked NFL for the night led by *Knot's Landing* (16.4/26).
- The only loss for NBC on Friday was *Dallas* (20.9/33) at 9 and 28th-ranked *Falcon Crest* at 10 (also CBS) another Friday win. NBC trailed by one point in the rating points with the 10th-ranked *Miami Vice* (17.1/28).
- [illegible] comedy block, plus *Remington Steele*, combined to give the network that night by 3.2 rating points over second place [illegible] (17.4/27), which ranked 24th for the week led NBC.
- [illegible] with a new premiere [illegible] the strength of its 7 to 9 p.m. programming and a strong [illegible] which beat movies on ABC and NBC with a 14.2/24 rating. CBS won all time periods on the night.

## In Contest

*ALJ Joseph Chachkin made following decisions:*

■ San Diego (Catherine Juanita Henry, et al): FM proceeding. Granted petition filed by California Women in Radio and enlarged issues against Simpson Communications Ltd. to determine misrepresentation of facts and lack of candor in its application with respect to its principals' partnership structure impact of foregoing issues on Simpson's qualifications to be commission licensee. By order, Feb. 21.

■ Syracuse, N.Y. (Tuteaud Broadcasting, et al): TV proceeding. Partially granted motion filed by Susan K. Panisch against Flomation Communications to determine whether Flomation failed to disclose existence of other apps. in which one of its principals, Dr. Bessie Cooper Noble, has interest, whether Noble is real party in interest in Flomation app., whether Flomation misrepresented facts and lacked candor in support of its petition to enlarge issues against New Era Broadcasting, to determine Flomation's financial qualifications, and whether it misrepresented facts or lacked candor in certifying its financial status, and effects of these issues on its qualifications to be commission licensee. By MO&O, Feb. 27.

■ Tulsa, Okla. (Tulsa Broadcasting Group): TV proceeding. At hearing session on Feb. 24-25, issues were added against Tulsa Broadcasting to determine financial qualifications and whether it misrepresented facts or lacked candor in certifying its financial abilities to construct and operate its proposed station, and whether Tulsa possessed requisite legal qualifications to be commission licensee. By order, Feb. 27.

■ Jasper and Ellardt, Tenn. (Patton Brown Group, et al): AM proceeding. By separate orders, granted summary decisions filed by Baz Broadcasting Inc. and Patton Brown and resolved air hazard issue in their favor and granted motion filed by Baz and Patton Brown and dismissed with prejudice app. of Nickajack Broadcasting Co. for failure to prosecute. By orders, Feb. 28.

*ALJ John M. Frysiak made following decision:*

■ Orlando, Fla. (Marlin Broadcasting, et al): TV proceeding. Granted motion for summary decision filed by Marilynn J. Craig and resolved air hazard issue in her favor. By MO&O, March 3.

*ALJ Joseph P. Gonzalez made following decision:*

■ Rio Grande and Wildwood, N.J. (Broadcast Data Corp., et al): MDS proceeding. Granted motion filed by Broadcast Data for MDS facilities at Rio Grande and dismissed its app. with prejudice. By order, Feb. 25.

*ALJ Byron E. Harrison made following decision:*

■ Memphis (RKO General Inc., et al): TV proceeding. Granted motion for summary decision by Memphis Telecasters Ltd. and resolved financial issue in its favor. By order, Feb. 26.

*ALJ Edward J. Kuhlmann made following decisions:*

■ Tempe, Ariz. (Tri-State Broadcasting Co., et al): AM and FM proceeding. Partially granted petition filed by Grimm & Clifford and enlarged issues against Tri-State to determine misrepresentation of Robert Melton in operation of KUKQ-(AM) and KUPD-FM and ownership of Tri-State, whether Arizona criminal laws were violated which should disqualify Tri-State, and whether, and to what extent, Tri-State failed to comply with Sections 73.1202(a), 73.3526(a)(7) and 73.3526(a)(11)(e) of rules, and effects, if any, on Tri-State's basic and/or comparative qualifications. By MO&O, Feb. 25.

*ALJ Edward Luton made following decisions:*

■ Santa Barbara, Calif. (Westcom Broadcasting Inc. and Erway Broadcasting Corp.): AM proceeding. Granted petition filed by Westcom and enlarged issues against Erway to determine whether Erway violated rules by failing to report changed in residence of its principals, sale of commonly owned broadcast station, interest in another pending broadcast app., and changes in broadcast interest of Guy S. Erway's son, whether Erway concealed this information, and whether Erway was careless and inept in prosecution of its app.; and in light of evidence adduced, effects of aforementioned issues on Erway's qualifications to be commission licensee. By MO&O, Feb. 24.

■ Ventura, Calif. (Channel 41 Limited Partnership, et al): TV proceeding. Granted motion filed by KFG 55 and dismissed its app. with prejudice. By order, Feb. 28.

■ Battle Creek, Mich. (Thompson Broadcasting of Battle Creek Inc., et al): TV proceeding. Granted motion for partial summary decision filed by Thompson Broadcasting of Battle Creek Inc. and resolved air hazard issue in its favor. By order, Feb. 25.

■ Lawton, Okla. (Roni Deann Gardner and Atkins Broadcasting): FM proceeding. Granted joint requests for settlement agreement and dismissed app. of Atkins Broadcasting, granted app. of Gardner for new FM station at Lawton, and terminated proceeding. By order, Feb. 28.

■ Conroe, Tex. (DLBS Inc., et al): TV proceeding. Granted motion for summary decision filed by Imagists and resolved air hazard issue in its favor. By order, Feb. 28.

*ALJ Walter C. Miller made following decisions:*

■ Little Rock, Ark. (Mobilfone Communications): PLMS proceeding. Granted joint motions for summary decision filed by Mobilfone and common carrier bureau; Mobilfone's principal, Otis L. Hale, has agreed to surrender all of his existing outstanding licenses within 15 days from release of this summary decision and to seek interim operating authority to continue service to subscribers until new license can be selected. By summary decision, March 4.

■ Naples, Fla. (Meycom Inc., et al): TV proceeding. By separate orders, granted motion for summary decision filed by Meycom and resolved air hazard issue in its favor, granted joint request for settlement agreement and dismissed app. of Naples Broadcasting Inc. and Naples Television Associates with prejudice, granted app. of Meycom for new TV station at Naples, and terminated proceeding. Feb. 28.

■ McComb, Miss. (Southwest Communications, et al): TV proceeding. Granted motion by Commonwealth Venture Systems, Southwest Communications and Southwest Mississippi Television Co. and dismissed for failure to prosecute app. of Robin C. Brandt with prejudice. By MO&O, Feb. 24.

■ Victoria, Tex. (Rocky Alford and Hispanic Broadcasting): FM proceeding. Granted petition filed by Victoria Radio Broadcasting and dismissed its app. with prejudice. By order, Feb. 24.

*ALJ Joseph Chachkin made following decisions:*

■ Memphis (Burwood Broadcasting of Memphis Ltd., et al): TV proceeding. Granted motion for summary decision filed by Dorothy B. Evans and resolved air hazard issue in her favor. By MO&O, Feb. 25.

*ALJ James F. Tierney made following decision:*

■ Pine Castle-Sky Lake, Fla. (Comco Inc., et al): AM proceeding. Granted joint requests for settlement agreement and dismissed with prejudice apps. of Treasure Coast Broadcasting and Richard H. Rowland for AM facilities at Port Saint Lucie and Silver Springs, Fla., respectively, granted amended app. of Jerry J. Collins for new AM facilities at Royal Palm Beach, Fla., granted app. of Comco Inc. to improve existing facilities of WREM(AM) at Pine Castle-Sky Lake, and terminated proceeding. By MO&O, Feb. 26.

## Summary of broadcasting
### as of October 30, 1985

| Service | On Air | CP's | Total * |
|---|---|---|---|
| Commercial AM | 4,805 | 170 | 4,975 |
| Commercial FM | 3,846 | 418 | 4,264 |
| Educational FM | 1,220 | 173 | 1,393 |
| Total Radio | 9,871 | 761 | 10,632 |
| FM translators | 789 | 444 | 1,233 |
| | | | |
| Commercial VHF TV | 541 | 23 | 564 |
| Commercial UHF TV | 381 | 222 | 603 |
| Educational VHF TV | 113 | 3 | 116 |
| Educational UHF TV | 185 | 25 | 210 |
| Total TV | 1,220 | 273 | 1,493 |
| | | | |
| VHF LPTV | 230 | 74 | 304 |
| UHF LPTV | 134 | 136 | 270 |
| Total LPTV | 364 | 210 | 574 |
| | | | |
| VHF translators | 2,869 | 186 | 3,055 |
| UHF translators | 1,921 | 295 | 2,216 |
| | | | |
| ITFS | 250 | 114 | 364 |
| Low power auxiliary | 824 | 0 | 824 |
| TV auxiliaries | 7,430 | 205 | 7,635 |
| UHF translator/boosters | 6 | 0 | 6 |
| Experimental TV | 3 | 5 | 8 |
| Remote pickup | 12,338 | 53 | 12,391 |
| Aural STL & intercity relay | 2,836 | 166 | 3,002 |

* Includes off-air licenses

## Call Letters

### Applications

| Call | Sought by |
|---|---|
| | ***Existing AM*** |
| WSCR | WNNF Palmer C. Dante, Hamden, Conn. |
| | ***Existing FM's*** |
| WDCI | WLEE-FM Mid Florida Radio Inc., Deland, Fla. |
| WFAC | WNAF Blue Broadcasting of Indiana Inc., In dianapolis |

### Grants

| Call | Assigned to |
|---|---|
| | ***New FM's*** |
| *KMTI | Russellville Educational Broadcasting Foundation, Russellville, Ark. |
| KKQX | Lucas Rosemar Allen, Widefield, Colo. |
| | ***New TV*** |
| WWRC | Mission Television, Wilson, N.C. |
| | ***Existing AM's*** |
| WCKW | WKQT (AM) Corp., Garyville, La. |
| WKHN | WKQT Heights Broadcasters of Michigan Inc., Grand Rapids, Mich. |
| WJNM | WNN Masterplan Communications Inc., Ridgeland, Miss. |
| WCDN | WBKT Kinder Broadcasting Co., Chardon, Ohio |
| KAFX | KPRI Love/Cole Ltd., Dalzell, Tex. |
| | ***Existing FM's*** |
| WZZT-FM | WKQA-FM Pennyrile Broadcasting Co., Hopkinsville, Ky. |
| WCKW-FM | WCKW (AM) Corp., Garyville, La. |
| WYSS | WJXX Delbyco Broadcasting, Saint Ste. Marie, Mich. |
| WCQZ | WZXQ Entertainer Communications Inc., Cookeville, Miss. |
| KKQT | KMQT Sandy E. Gallogly, Kimball, Neb. |
| KKLM | KTYO KYVA KTYO Inc., Gallup, N.M. |
| WRCK | WGHT-FM Taft Television and Radio Co., Buffalo, N.Y. |
| WDFX | WQTR Whiteside Broadcasting Co., White Lake, N.C. |
| KAJK-FM | KPPL-FM Love/Cole Ltd., Dalzell, Tex. |
| KQLF-FM | KFYO-FM South Plains Broadcasting Co., Lubbock, Tex. |
| WQMN | WZUU-FM Amos Communications Inc., Milwaukee |
| KLQT | KLQM Communications Systems III, Buffalo, Wyo. |
| | ***Existing TV's*** |
| KFDX-TV | KZUP Aspen Communications of Colorado Inc., Denver |
| WNYW | WNEW-TV Fox Television Stations Inc., New York |
| KDAF | KNLO-TV Fox Television Stations Inc., Dallas |